

## FOOD SELFIES AND IMPRESSION MANAGEMENT: MOTIVATIONAL DRIVERS OF FOOD PICTURE SHARING ON SOCIAL MEDIA

Ada Okkonen

International Business  
Bachelor's Thesis  
Supervisor: Paurav Shukla  
Date of approval: 8 April 2019

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ABSTRACT OF  
BACHELOR'S THESIS

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**Degree:** Bachelor of Science in Economics and Business Administration

**Supervisor:** Paurav Shukla

**Objectives**

The main objectives of this study were to explore the underlying motives of food selfie posting, such as communication and documentation, suggested by previous research. Additionally, this study explored whether people post food selfies to manage their self-presentations and aimed to find out if impression management is a relevant motivator of food selfie posting. This study explored the food selfie sharing phenomenon as a whole to understand why people post pictures of food on social media.

**Summary**

Literature on impression management, eating and food selfie sharing was explored to create a conceptual framework for the study. Next, a survey measuring five different food selfie sharing motives' connection to food selfie sharing behavior and the relationship between impression management and food selfie sharing behavior was conducted. A sample of N = 145 was gathered for the data analysis.

**Conclusions**

The study indicates that people share food selfies mostly because of two motives: documentation and personal satisfaction. However, the different motives do not seem to predict food selfie sharing behavior. Impression management was found to predict the number of social media sites one shares food selfies on. However, further research on the topic is needed to affirm whether people use food selfie sharing as an impression management tactic.

**Key words:** impression management, consumer behavior, marketing, food selfie, social media

**Language:** English

**Grade:**

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## 1. INTRODUCTION

The emergence of social media has transformed contemporary culture drastically. Social media sites, such as Instagram and Snapchat, have made sharing of user-generated content easier than ever. Thus, sharing pictures of food, also known as food selfies, on social media sites has become a famous social phenomenon. In fact, according to a survey conducted in the USA, 60% of consumers reported taking pictures of food and sharing them on social media (Zagat, 2016 cited in Wong et al., 2019: 99). Moreover, the hashtag #foodporn has 192 million publications on Instagram as of the date of this writing. That is no surprise, as cognitive psychology research suggests that our sensory experiences improve through digital imagery of food (Spence et al., 2016). However, the phenomenon of food selfie sharing has been the focus of little academic literature (Wong et al., 2019). Thus, food selfie sharing is under-studied, and little of the phenomenon is understood by food marketers and the like.

Both face-to-face communication and computer-mediated communication are interaction processes that shape impressions of individuals (Zhao et al., 2008). Thus, people often share information on social media to control how others view them (e.g., Lo and McKercher, 2015). Moreover, eating has frequently been showed to act as an impression management tactic. Hence, people might change their eating behaviors to convey a certain image of themselves to others (e.g., Hwang, 2015). Studies have researched whether food selfie sharing is affected by impression management, and a connection between impression management and food selfie sharing has been discovered (e.g., Wang, et al. 2017; Atwal et al., 2018). The way in which impression management affects food selfie sharing, however, remains unresolved.

This thesis will explore the phenomenon of food selfie sharing on social media. First, the research problem, research questions, and research objectives of this thesis are specified. Next, a review of relevant literature and a conceptual framework will be

presented. After that, the methodology and findings of a survey conducted to study food selfie sharing will be presented. Lastly, this thesis will discuss the findings of the study, its limitations, and implications, and present some suggestions for future research.

## **1.1 Research Problem**

Sharing food selfies on social media is an apparent phenomenon of the 21<sup>st</sup> century. However, few scholars have looked into the underlying motives of it. Thus, food marketers and the like have little theoretical base for their word of mouth marketing plans. Nevertheless, some indicators have been found. Factors such as information sharing and self-projection seem to explain a part of the food selfie sharing phenomenon (Wang et al., 2016). Yet, most of the previous studies have not researched the phenomenon as a whole. Instead, they have focused on travelers' food picture sharing or on pictures of luxury cuisines. Thus, the question "why do people post food pictures on social media?" needs to be addressed again to understand the underlying motives of food selfie sharing. This thesis will focus on the phenomenon of food selfie sharing as a whole to understand the motives of it. Additionally, this thesis will examine whether food selfie sharing on social media is affected by impression management. The goals of this thesis are to clarify the connection between impression management and food selfie sharing and to resolve why people post food selfies on social media.

## **1.2 Research Questions**

To summarize, this thesis will address the following questions:

**RQ1:** What motivates people to post food selfies on social media?

**RG2:** Does impression management explain the food selfie sharing phenomenon?

**RQ3:** What kind of people post food selfies on social media?

## **1.3 Research Objectives**

The research objectives of this thesis are:

- To explore motivations of food selfie posting and to understand the phenomenon as a whole.
- To find if people post food selfies to manage their self-presentations.
- To find out if impression management is a relevant motivator of food selfie posting.

## **2. LITERATURE REVIEW**

This literature review will look into relevant research of impression management, social media behavior, eating as a social phenomenon, and food selfie sharing. First, the review will focus on impression management and its tactics and motives. Next, the focus is shifted on impression management on different social media channels. After that, the review will cover relevant research of eating and food intake. Lastly, more focused look will be taken on the findings of food selfie sharing studies. Based on the findings mentioned in the literature review, a conceptual framework has been created.

### **2.1 Impression Management**

Erving Goffman (1956) originated the term impression management (Tedeschi, 1981, Leary & Kowalski, 1990). Impression management, also referred to as self-presentation, signifies any behavior people engage in to control how others see them (e.g., Tedeschi, 1981; Leary & Kowalski, 1990). Impression management can be either conscious or subconscious (Goffman, 1956). Most writers use impression management and self-presentation as synonyms, but some distinguish between the two terms. Schlenker (1980) cited in Leary and Kowalski (1990: 34) defines impression management as behavior that attempts to control how others see a person, a group, an object, an event, or an idea. However, when individuals try to control how others see them, they engage in self-presentation. Hence, the term impression management seems to be more inclusive than

self-presentation (Leary & Kowalski, 1990). Nevertheless, as the current research focuses on the form of impression management in which people try to shape how others see them, it is appropriate to use the terms interchangeably.

### **2.1.1 Different Impression Management Tactics**

Leary and Kowalski (1990) identified five factors that affect how people manage their impressions: (1) self-concept, (2) desired identity, (3) role constraints, (4) target values, and (5) current or potential social image. Thus, people mainly show the best parts of themselves and present images that are consistent with their self-identities. Individuals might genuinely believe that the identities they reflect are real (Baumeister, 1982). However, they are often biased toward the desired identities the individuals want to embody. Different social roles also affect behavior. Through impression management, people ensure that their image matches their role demands. Others' preferences and individuals' beliefs on how others see them also affect how individuals manage their impressions.

The number of ways people try to control how others see them is indeterminate. Some examples are using flattery or bragging about one's accomplishments (Tetlock & Manstead, 1985). The ways people manage their impressions are called self-presentation tactics (e.g., Baumeister, 1982). Furthermore, strategic self-presentation refers to the identities people try to construct by using the different tactics (Tedeschi & Melburg, 1984 cited in Lee et al., 1999: 702). Thus, self-presentation tactics are used to achieve short-term goals, whereas strategic behaviors are utilized to construct long-term identities (Lee et al., 1999). Self-presentation is also divided into defensive and assertive behavior (Tedeschi & Melburg, 1984 cited in Lee et al., 1999: 702). Individuals use defensive self-presentation when their desired identity is threatened. In contrast, when individuals are proactive in creating specific identities, they engage in assertive self-presentation (e.g., Lee et al., 1999).



Jones and Pittman (1982) identified five self-presentation tactics that individuals mainly use: (1) ingratiation, (2) intimidation, (3) self-promotion, (4) exemplification, and (5) supplication. Ingratiation signifies behavior people use to be viewed as likable. An example of ingratiation is flattery. Intimidation refers to behavior people utilize to appear intimidating. Bullying is an example of intimidation. Self-promotion signifies behavior, such as boasting about one's accomplishments, that individuals use to be viewed as competent. Exemplification signifies behavior people utilize to be seen as dedicated. Going beyond expectations is an example of exemplification. Lastly, supplication refers to being needy, for example, by showing one's weaknesses. Generally, individuals use ingratiation, self-promotion, and exemplification to create positive images of themselves. In contrast, supplication and intimidation will more likely have negative effects on one's image (Bolino & Turnley, 2003). Thus, as Jones and Pittman (1982) identified, self-presentation is not used simply to convey positive images. Sometimes individuals want to be viewed, for example, as tough or weak.

Bolino and Turnley (2003) studied how American students working in small groups used different combinations of the impression management tactics proposed by Jones and Pittman (1982). The extensive research revealed three types of people: (1) the "positives", (2) the "aggressives", and (3) the "passives". The positives used mainly the tactics that intend to create a positive image of the self (i.e., ingratiation, self-promotion, and exemplification). The aggressives used all the tactics at rather high levels. On the contrary, the passives did not use much of any of the tactics. Women were more likely than men to be part of the passives. Men were more likely than women to be part of the aggressives. Additionally, individuals who were more concerned about their image reinforced more of the positive impression management tactics. People who were less concerned about their image tended to be either aggressives or passives. As expected, people saw the positives and the passives as more desirable colleagues than the aggressives.

### 2.1.2 Impression Management Motives

Many of the self-presentation tactics are routine and subconscious (e.g., Schlenker, 1980 cited in Leary & Kowalski, 1990: 37). Thus, individuals might use impression management without being aware of their intentions (Leary & Kowalski, 1990). However, when surveilled by others, people often find it impossible not to consider what others think of them. Hence, individuals use impression management to control how others view them (Goffman, 1956). By using different self-presentation tactics, people increase their power over others (Jones & Pittman, 1982).

Impression management can be explained at the same basis as any behavior can be explained: maximizing expected rewards and minimizing expected punishments (Schlenker, 1980 cited in Leary & Kowalski, 1990: 37). Yet, motives such as social role playing, avoiding blame and gaining credit, maintaining self-esteem, and gaining power and influence also explain the use of impression management (Tedeschi, 1981). A coherent form of impression management theory does not exist, and researchers do not agree on the specific motives of impression management (Tedeschi & Manstead, 1985). Individuals might also use impression management to gain approval and respect (Hogan, 1982 cited in Tetlock & Manstead, 1985: 61), to gain validation for one's self-concept (Baumeister, 1982), or to gain material or monetary benefits (Jellison & Gentry, 1978). However, one of the most explicit theories suggest that people use impression management for three types of goals: (1) to maximize one's reward-cost ratio in social relations, (2) to enhance one's self-esteem, and (3) to facilitate the development of desired identities (Leary and Kowalski, 1990).

Impression management is formed by two subprocesses: impression motivation, and impression construction (Leary and Kowalski, 1990). Impression motivation composes of three interrelated factors: (1) the goal relevance of impressions, (2) the value of desired outcomes, and (3) the perceived discrepancy between one's desired and current image. Hence, when creating a certain impression is relevant in reaching one's goal, individuals are more motivated to impression-manage. Secondly, when the value of a desired goal

increases, individuals become more prone to impression-manage. Lastly, when individuals think that others do not see them in the desired way, they are more motivated to impression-manage. After the initial motivation to impression-manage, individuals decide what kind of images they want to convey and choose the appropriate self-presentation tactics. However, the created images are not necessarily false. In fact, people may impression-manage to ensure that others view them accurately (Leary & Kowalski, 1990).

Ratner and Kahn (2002) studied people's consumption habits in private and public conditions. The participants had to choose between different candy types in either a public or a private situation. According to the findings, the participants chose more candy types in the public situation than in the private situation, even if they had to choose candy types they did not enjoy as much. The participants thought that an average person would incorporate more variety in their selection of candies than they themselves would. By choosing more types of candies when observed by others, the participants tried to make a better impression on others. The participants thought that by incorporating more variety in their decision, they would be evaluated as more interesting, creative, innovative, and risk seeking. However, the sample consisted only of students. Therefore, the results might not be generalizable. Nevertheless, the person an individual is interacting with seems to affect one's impression motivation. People are usually more self-enhancing with strangers of opposite sex. In contrast, people are often less motivated to impression-manage with familiar people of the same sex (e.g., Leary et al., 1994; Tice et al., 1995). Furthermore, Nezlek et al. (2007) found that people wanted to appear intelligent and competent with strangers and were less concerned about being viewed as honest.

## **2.2 Impression Management on Social Media**

Schau and Gilly (2003) studied the use of impression management on personal websites. The findings indicated that people used personal websites as mediums for positive self-presentation. The study discovered four impression management tactics that people used

on their personal websites: (1) constructing the digital self carefully, (2) using attractive self-photos or avatars to represent the physical self, (3) connecting positive association to the self through products and brands, and (4) adding hyperlinks to provide a presentation of the self to a specific audience. Thus, the usage of personal websites seemed to be a relatively conspicuous form of self-presentation. Moreover, Daugherty et al. (2008) studied the motives of creating user-generated content online. Most participants distributed content online mainly to belong to some community and to feel important. Thus, individuals tried to escape their insecurities through the digital identities they had created.

The growth of social media has made online impression management considerably easier. Lo and McKercher (2015) conducted an ethnographic study to research consumers in Hong Kong. The findings suggested that impression management influenced every stage of the individuals' picture sharing processes from the decision to take a camera with oneself, to finally deciding what pictures to post online. Furthermore, Pounders et al. (2016) looked into the motives of selfie posting among 15 females aged 21 to 30. All the participants mentioned impression management as one of their motives to post selfies. More precisely, the participants wanted to appear happy and physically appealing in their posts. Some participants even posted non-genuine photos to convey happiness. Thus, taking various selfies and posting only the best ones online seems to be a tactic that individuals use to manage their impressions on social media (e.g., Yue et al., 2017). Furthermore, a study by Fox et al. (2018) indicates that millennials use social media to fulfill their need for attention and social adoration.

### **2.2.1 Impression Management on Facebook**

Two factors, the need to belong and the need for self-presentation, seem to motivate consumers to use Facebook (Nadkarni & Hoffman, 2012). Peluchette and Karl (2010) found that some university students tried to impress their peers by posting inappropriate or problematic information on Facebook. On the contrary, students who wanted to be viewed as hardworking did not post inappropriate information on their profiles. In fact, they

consciously posted socially acceptable content online. Some researchers suggest that people reflect their actual personalities on Facebook (Gosling et al., 2007; Back et al., 2010). However, others have found contradicting results of the matter. For example, Zhao et al. (2008) indicated that Facebook users did not reflect their “real selves” on their profiles. Online, the Facebook users projected the identities they wanted to have offline but had not yet embodied. Dorethy et al. (2014) found that 69% of photos in 220 Facebook profiles were positive in nature. Only five percent of the photos were negative. Bazarova et al. (2012) found that Facebook users used significantly less negative emotion words on their status updates compared to their personal messages. Moreover, people who were concerned about their image used more positive words in their status updates than people who were less concerned about their image. Hence, studies indicate that people may display their real public identities on Facebook. However, the identities seem to be formed by the need for self-presentation (Nadkarni & Hoffman, 2012).

## **2.2.2 Impression Management on Other Social Media Sites**

Facebook has remained as the number one social media platform. However, other social media sites, such as Instagram or Twitter, have gained popularity during the recent years (Statista, 2018). Buehler (2014) indicates that people use Facebook and Twitter because of different motives. Individuals seem to use Facebook mainly to interact and maintain relationships with one another, to provide information, and to document life. However, people use Twitter mainly to express opinions. Additionally, people who use both Facebook and Twitter seem to be more concerned about the impression they convey on Facebook than on Twitter.

Ting (2014) identified four different motives for Instagram use: (1) information seeking, (2) communication, (3) self-expression, and (4) escape. Other studies have had similar findings (e.g., Lee et al., 2015). Furthermore, Ting (2014) indicated that a positive relationship between impression management and all four motives existed. The most used self-presentation tactic on Instagram was ingratiation, as participants expressed

caring by leaving comments on friends' pictures. Chung et al. (2017) studied consumers who used Instagram to help them reach their healthy eating goals. The motives for food tracking on Instagram were mainly to have a record of activities and to help others. However, some participants decided not to share some parts of their lives to protect their image. Hence, even the individuals who posted information to help others seemed to be concerned about their image. Fox et al. (2018) indicated that Instagram serves as a visual diary through which users can reflect their ideal selves. However, consumers often show their real selves on Snapchat. Piwek and Joinson (2015) suggest that people use Snapchat mainly to strengthen their relationships with friends and family. However, on sites like Facebook or Instagram people tend to sustain weaker networks. Therefore, although people seem to use impression management on social media, the motives and tactics of self-presentation might differ for each social networking site.

TABLE 1. MOTIVES OF POSTING INFORMATION ON SOCIAL MEDIA

<b>Author</b>	<b>Motives</b>
Schau & Gilly (2003)	Self-presentation
Chao et al., (2008)	Identity expression
Daugherty et al., (2008)	Community membership Feeling of importance Escape
Karl (2010)	Impressing peers Self-presentation
Nadkarni & Hoffman (2012)	The need to belong Self-presentation
Buehler (2014)	Interaction and relationship maintenance Information providence Life documentation Opinion expression
Ting (2014)	Information seeking Communication Self-expression Escape

Lee et al., (2015)	Social interaction Archiving life Self-expression Escape Peeking
Piwek & Joinson (2015)	Relationship building
Pounders et al., (2016)	Self-presentation
Chung et al., (2017)	Archiving and documentation Helping others
Fox et al., (2018)	Attention and social adoration

## 2.3 Eating as A Social Phenomenon

Social facilitation of eating signifies how the presence of other diners increases one's food intake (Herman, 2015). In a diary study by de Castro and de Castro (1989), participants ate, on average, 44% more when accompanied by other people than when eating alone. However, the observance period of the study was only seven days. Therefore, the results might not be generalizable. Nevertheless, various studies indicate that people consume more food when eating with others (e.g., Berry et al., 1985; Edelman et al., 1986; Clendenen et al., 1994). However, the increase in food intake is most likely caused by the extension of time spent at the meal (de Castro, 1994). Yet, it seems that the social facilitation concept does not work when eating with strangers (e.g., Bellisle & Dalix, 2001; Mekhmoukh et al., 2012). In fact, studies have shown that people eat less when accompanied by strangers than when eating alone (Bellisle et al., 2009; Péneau et al., 2009) or with friends (Clendenen et al., 1994; Salvy et al., 2007; Koh & Pliner, 2009). This could indicate that people regulate the amount of food eaten to convey a certain impression on strangers. There have been studies supporting this insight. For example, Mori (1978) found that females ate considerably less when partnered with a desirable male than with an undesirable male. In addition, Lipschitz (2009) reported that males who had their masculinity threatened and did not get to choose between a meat pizza and a vegetable pizza ate less meat pizza than males who had their masculinity affirmed.

Krantz (1979) studied the eating behaviors of 197 obese and normal-weight individuals. The study revealed that obese people chose less food in a cafeteria when accompanied by other diners than when eating alone. The phenomenon of eating less seems to also occur among overweight children (Salvy et al., 2007). Additionally, Salvy et al. (2009) discovered that overweight youths ate less with a nonoverweight partner than with an overweight partner. This “social suppression” that occurs among the overweight when eating with nonoverweights could be due to self-consciousness (Krantz, 1979). By eating less, they try to convey a better image of themselves to people who might judge them. However, Herman et al. (2003) argued that people might not be aware of their intentions when regulating their food intake. In fact, none of the aforementioned studies show direct evidence of impression management. Yet, there is no research demonstrating that impression management should happen consciously (Tetlock & Manstead, 1985).

Lee and Goldman (1979) conducted a study in which eaters and non-eaters were “stared” by “a life-size bust of a female human head with life-like eyes and expressionless but natural face and features...” (p. 167). The study revealed that people stared by the head while eating stayed in the situation considerably shorter than people stared by the head while studying. However, the studying participants probably spent less attention to the visual environment. Nevertheless, the study revealed that overweight participants stayed in the eating condition significantly shorter than the normal-weight participants. This demonstrates how eating might be affected by an observing non-eater. As Goffman (1956) explained, being observed might evoke one’s impression motivation and thus make one eat less. However, these results are not necessarily explained by impression management. The presence of an observer could just be considered uncomfortable, and a minimal-eating norm could get invoked. Thus, by eating less, the period of observation becomes shorter (Herman et al., 2003).



### 2.3.1 Eating as An Impression Management Tactic

Meat is generally seen as a masculine food, and a vegetarian diet and masculinity correlate negatively. Foods such as chocolate and peaches are seen as feminine, and a vegetarian person is thought to be more virtuous (Ruby & Heine, 2011; Rozin et al., 2012; Rothgerber, 2013). In a study by Bäckström et al. (2003) people evaluated organic and ethnic foods as natural and safe and biotechnological foods as artificial and unsafe. People give different attributes to different foods. Therefore, individuals might eat certain foods just to present themselves in a certain way. White and Dahl (2006) found that males were more likely to choose a steak when it was described as “chef’s cut” than when it was described as “ladies’ cut”. This was true particularly when the consumption was public. For women there was no significant difference between the two conditions. Oakes and Slotterback (2005) discovered that a person who ate pie for breakfast was evaluated extremely differently than a person who ate oatmeal for breakfast. The pie eater was thought to be more aggressive, lazy, overindulgent, selfish, immature, unhappy, weak, sloppy, undisciplined, immoral, overweight and masculine. The oatmeal eater was evaluated as more successful, intelligent, attractive, clean, healthy, popular, athletic, orderly, energetic, confident, caring, health conscious, responsible, concerned about appearance, underweight and educated. The pie eater was also considered to have less will power, less likely to date or marry and to be a less worthy role model. However, the pie eater was thought to be more humorous and less boring than the oatmeal eater. This study further demonstrates how people are judged based on what they eat.

Hwang (2015) studied the motives of buying organic food. According to the findings, self-presentation motivated older consumers to buy organic food. Therefore, older consumers might use organic food consumption as a way to present themselves more positively. However, self-presentation did not motivate younger consumers to buy organic food. The sample of the study, however, composed only of American university employees and students. Therefore, the results might not be generalizable. Yet, various other studies indicate that people use food consumption as an impression management tactic. Cheng et al. (2015) discovered that participants chose more tasty foods in a private setting than

in a public setting. In the public setting, participants were less indulgent and chose less preferred options. In addition, when the choices were public, individuals selected alternatives that fit the social expectations better. Accordingly, people might choose healthier options in public to manage the impression they project on others (Cheng et al., 2015). Studies indicate that people use eating as an impression management tactic. However, it is still somewhat unclear how, when, and for whom impression management influences food intake (Vartanian, 2015).

## **2.4 Food Selfie Sharing**

Wang et al. (2017) studied the motives of food picture sharing among South Koreans. However, the study focused only on food selfies taken while traveling. Yet, the findings showed that most participants shared food-related pictures only after the trip. This way, they could organize the content before sharing it online. This showed some evidence of impression management. Additionally, the study revealed 17 themes that motivated the participants to share food pictures online. These themes were then organized into five different categories: (1) social and relational, (2) self-image projection, (3) emotion articulation, (4) archiving self, and (5) information sharing. Thus, people shared food images to gain social support and validation, to show off or to represent oneself, to gain self-gratification, to document the experiences, and to help others by providing information. Wong et al. (2019) also researched food selfie sharing among travelers. However, their study was conducted in China. The research revealed four themes that explained food selfie sharing: (1) self-expression and social recognition, (2) special occasion memory, (3) enrichment of dining experience, and (4) social connection. Thus, respondents shared food pictures to express their identity and status and to gain respect, to document important and unique experiences, to have a better dining experience, and to build relationships and be a part of an online community. Thus, the results were similar to the ones found by Wang et al. in South Korea (2017). The research also focused on the relationship between impression management, food selfies sharing benefits, and travel satisfaction. The study revealed a significant relationship between all the food selfie sharing benefits and impression management. Thus, people with proneness to

impression-manage might have used food selfie sharing as a mean to reach their impression management objectives. However, Peng (2017) concluded that Chinese participants shared food images mainly to communicate with friends and family. Yet, the study showed some indication of self-presentation motivating consumers to share food selfies online.

The three aforementioned studies were each conducted in East Asia. The results might differ for people from Western cultures. For example, in China it is normal for people to consume products just to gain, maintain or save their face (Li & Su, 2006). Goffman (1967) cited in Li and Su (2006: 238) defines the concept of face as “the positive social value a person effectively claims for himself...” (p. 5). Furthermore, Tse (1996) cited in Li and Su (2006: 241) explains that Chinese people see consumption as a way to comply with social needs. Li and Su (2006) named this type of consumption as face consumption. Studies show that people from Eastern societies (vs. people from Western societies) are more likely to manage the impressions they project on others, and do it more automatically (Lalwani & Shavitt, 2006; Riemer & Shavitt, 2011). Thus, people from Eastern societies (vs. people from Western societies) might be more motivated to share food selfies to manage how other people see them.

Atwal et al. (2018) studied food selfie sharing benefits in France. The findings were categorized into two themes: (1) experiential benefits, and (2) symbolic benefits. The experiential benefits composed of hedonism, altruism, and passion collecting. The symbolic benefits composed of social status, uniqueness, self-esteem, and self-presentation. Thus, participants shared pictures of luxury cuisines online to gain personal satisfaction, to help other people, to document experiences, to let others know about their experiences, to improve self-esteem, and to convey a certain image of themselves. However, the study focused solely on pictures of luxury cuisines. Therefore, the benefits of posting pictures of non-luxury foods may be slightly different. Kozinets et al. (2017) studied the sharing of all types of food selfies. The netnographic research studied people from Western cultures. The informants participated in food picture sharing in three ways:

- (1) private network participation, in which the participants shared food pictures to reinforce existing intimate relationships;
- (2) public network participation, in which the participants wanted to show off their food consumption; and
- (3) professional network participation, in which the participants shared recipes and reviews on, for example, YouTube and WordPress blogs.

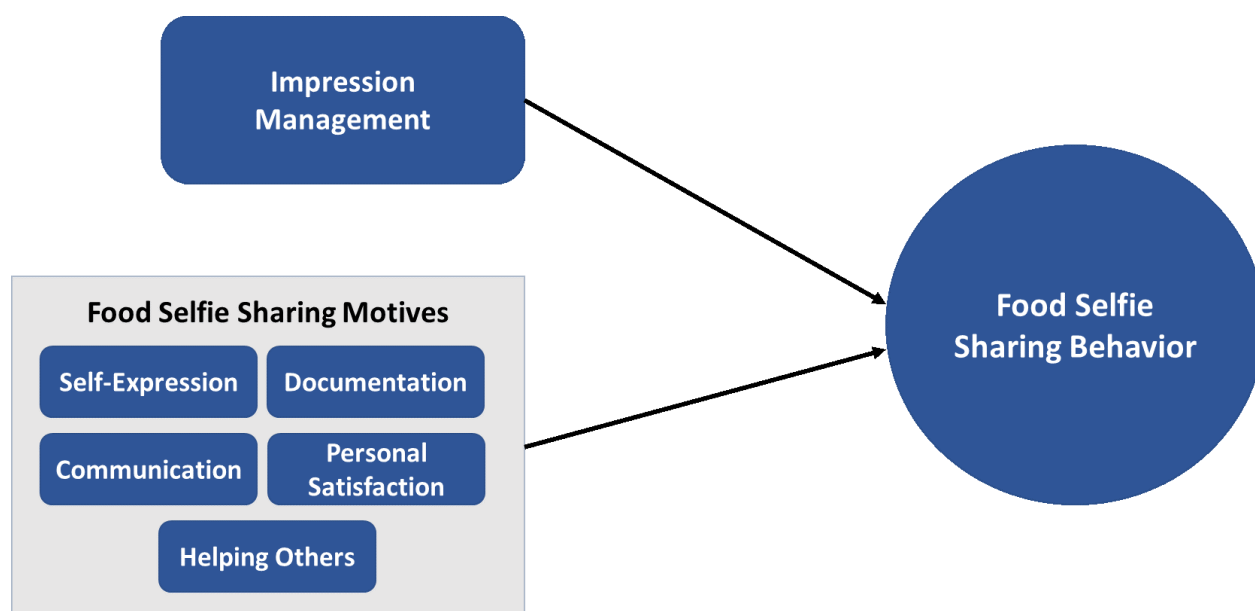
Furthermore, Pember et al. (2018) discovered that Americans shared food selfies because they found it entertaining and because they wanted to show off. Therefore, it can be presumed that a relationship between impression management and food selfie sharing exists around the world.

TABLE 2. FOOD SELFIE SHARING MOTIVES

<b>Author</b>	<b>Motives</b>
Kozinets et al. (2017)	Relationship reinforcement Showing off Information sharing
Peng (2017)	Communication Self-presentation
Wang et al., (2017)	Social support and social validation Self-presentation and showing off Self-gratification Documentation Helping others
Atwal et al., (2018)	Personal satisfaction Helping others Documentation Self-esteem improvement Self-presentation and showing off
Wong et al., (2019)	Self-expression Social recognition Documentation Enrichment of dining experience Social connection

As the research on food selfie sharing is a relatively new phenomenon and most of the research done on the topic is qualitative, it was decided not to form any formal hypotheses. However, based on the findings summarized on Table 2, people seem to share food selfies because of five different motives: (1) self-expression, (2) documentation, (3) communication, (4) personal satisfaction, and (5) helping others. Additionally, impression management seems to predict one's food selfie sharing.

### 2.4.1 Conceptual Framework



The conceptual framework displays the proposed relationships between impression management and food selfie sharing behavior and between food selfie sharing motives and food selfie sharing behavior. There seems to be direct relationships between the suggested food selfie sharing motives and food selfie sharing behavior and between impression management and food selfie sharing behavior. This framework is explored through a quantitative research.

### **3. METHODOLOGY**

#### **3.1 Data Collection**

The study aimed to understand the motives of food selfie sharing on social media and research impression management's connection to food selfie sharing. Additionally, the study researched (1) what kind of people share food selfies on social media, (2) what kind of food selfies individuals share on social media, and (3) on what social media sites people share food selfies. This research utilized both primary and secondary data. The secondary data discussed in the literature review was utilized to create the conceptual framework and the scales for the primary research. The primary research employed a quantitative technique that tested the conceptual framework.

Data were collected through an online questionnaire created with the Webropol survey tool. Although most of the food selfie studies discussed in the literature review utilized qualitative methods, an online questionnaire was chosen because it fit the objectives of this research best. This study utilized a convenience sampling method to gather enough responses within a short time period. A link to the questionnaire was sent to the researcher's friends and family members who further shared the link. In addition, the questionnaire was shared on different social media sites and was sent to Aalto University Mikkeli students via email. The data were gathered between February 14<sup>th</sup>, 2019 and March 7<sup>th</sup>, 2019. The survey was created in English.

#### **3.2 Questionnaire Design**

The questionnaire created for this study can be found in the Appendix 1.

The sample of the study was divided into three different groups: (1) people who had shared food selfies on social media within the last six months, (2) people who had not shared food selfies on social media within the last six months but had shared other

information, and (3) people who had not shared any information on social media within the last six months. Thus, the respondents received different questions based on their answers.

Firstly, the participants were informed about the purpose of the study and assured that their contribution would be anonymous and treated confidentially. In addition, an email address for questions regarding the survey was given. Next, the participants were asked to clarify their age, gender, and nationality. After that, the participants were asked to answer questions regarding impression management. A well-known impression management scale by Bolino and Turnley (1999) was utilized. The scale composed of five different subscales measuring self-promotion, ingratiation, exemplification, intimidation, and supplication. However, as the scale was originally created for the purposes of impression management in organizations, the wording of the questions had to be modified. In addition, two questions from the exemplification subscale were eliminated as they were not suitable for this research. The impression management scale consisting of 20 questions was divided into three pages to make the responses more reliable. A Likert scale ranging from never to always was utilized.

Next, the participants were asked whether they had shared food selfies on social media within the last six months. If yes, the respondents were asked to answer questions about food selfie sharing motives. The motives were measured by using a food selfie sharing motives scale created based on previous research (Kozinets et al., 2017; Peng, 2017; Wang et al., 2017; Atwal et al., 2018; Wong et al., 2019). The scale consisted of five subscales: self-expression, communication, documentation, personal satisfaction, and helping others. A Likert scale ranging from strongly disagree to strongly agree was utilized. Next, the participants were asked to specify what type of food selfies they share on social media and how many food selfies they had approximately shared within the last six months. The participants were also asked to evaluate how many food selfies they share compared to their friends. Next, the participants were asked to specify on which social media sites they share food selfies and on which social media site they share the most

food selfies. Lastly, the participants were asked to specify what kind of feedback they receive on their food selfies.

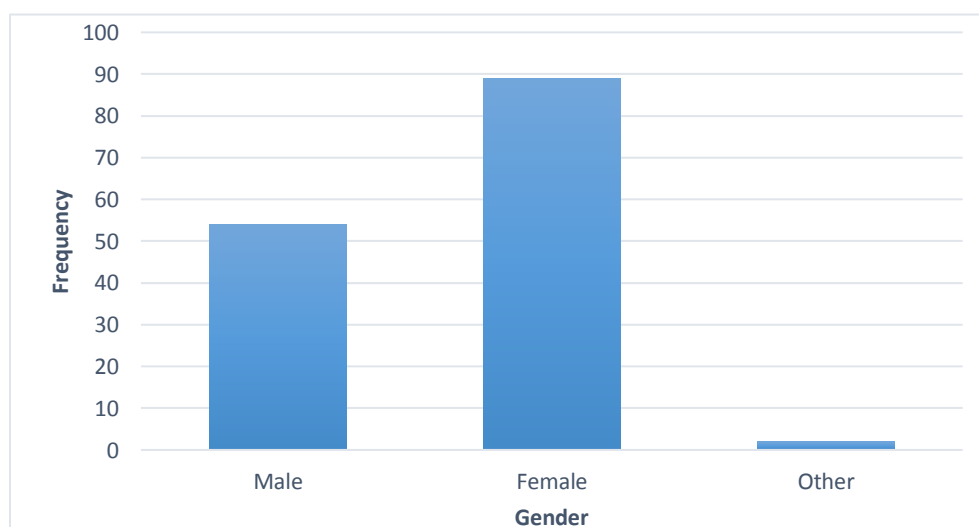
If participants had not shared food selfies on social media within the last six months, they were asked to specify whether they had shared any information on social media within the same time period. If yes, they were asked to answer similar questions as mentioned above about their behavior on social media. If they had not shared any information on social media within the last six months, no further questions were stated.

## 4. FINDINGS

### 4.1 Respondent Profile

The sample of the study composed of 145 people. The majority of the respondents (61.4%,  $N = 89$ ) were female, whereas 37.2% ( $N = 54$ ) were male. The remaining 1.4% ( $N = 2$ ) identified their gender as “other”.

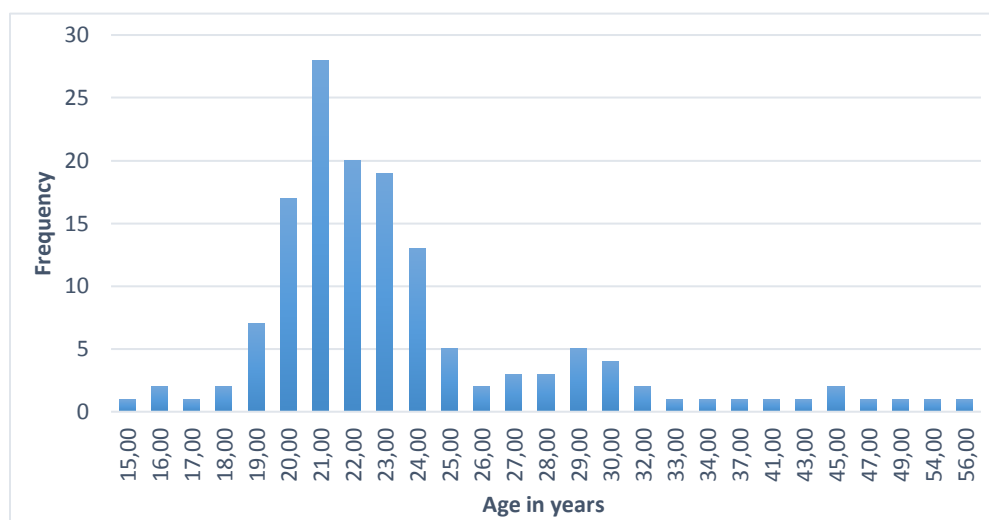
GRAPH 1: GENDER DISTRIBUTION



The ages of the respondents ranged from 15 to 56 ( $M = 24.17$ ,  $SD = 6.75$ ). The majority of the respondents were between the ages 19 and 24 (71.7%,  $N = 104$ ).

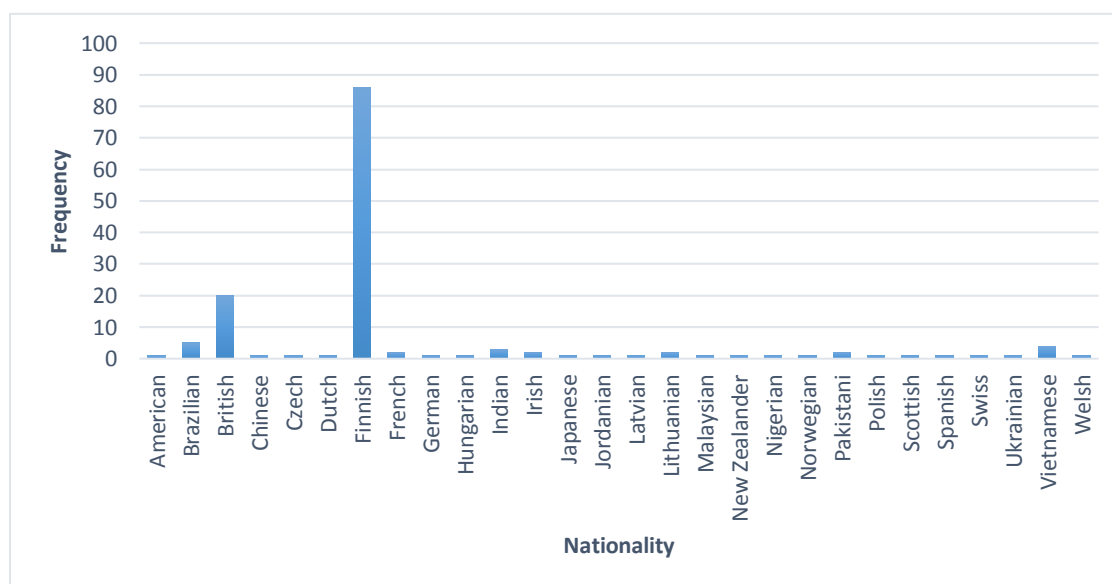


GRAPH 2: AGE DISTRIBUTION



In total, 28 different nationalities took part in the study. The majority of the respondents were Finnish (59.3%,  $N = 86$ ). The second largest nationality group was British (13.8%,  $N = 20$ ), and the third largest nationality group was Brazilian (3.4%,  $N = 5$ ).

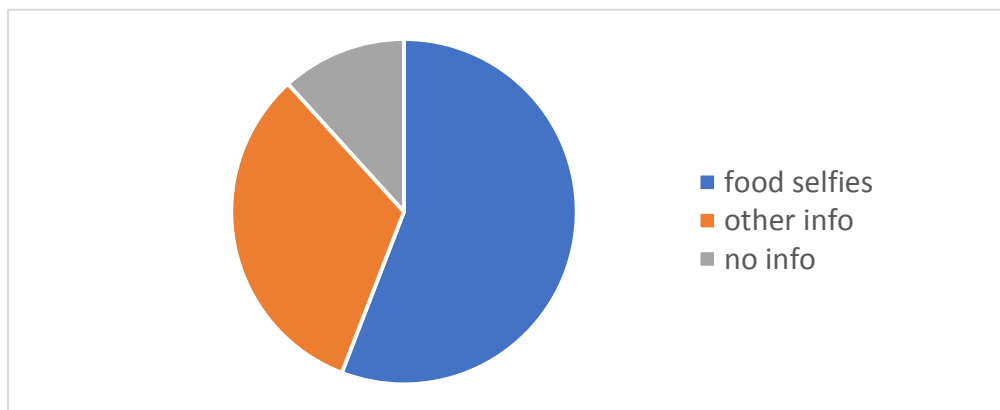
GRAPH 3: NATIONALITY DISTRIBUTION



A small majority of the respondents (55.9%,  $N = 81$ ) had shared food selfies on social media within the last six months, whereas 44.1% ( $N = 64$ ) had not. Out of the 64 people who had not shared food selfies, the majority (73.4%,  $n = 47$ ) had shared other information

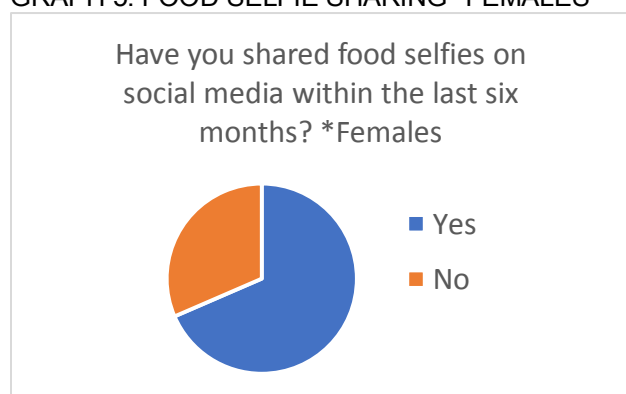
on social media within the last six months. A minority of the respondents (11.7%,  $N = 17$ ) had not shared any information on social media within the last six months.

GRAPH 4: FOOD SELFIE/INFORMATION SHARING DISTRIBUTION



The majority of females (68.5%,  $n = 61$ ) had shared food selfies on social media within the last six months, whereas around one third (31.5%,  $n = 28$ ) had not. Out of the males, slightly more than one third (35.2%,  $n = 19$ ) had shared food selfies on social media within the last six months, whereas the majority (64.8%,  $n = 35$ ) had not. Thus, females were significantly more likely to share food selfies on social media compared to males,  $t(141) = -4.091$ ,  $p < .001$ . The exact values can be seen from Table 3.

GRAPH 5: FOOD SELFIE SHARING \*FEMALES



GRAPH 6: FOOD SELFIE SHARING \*MALES

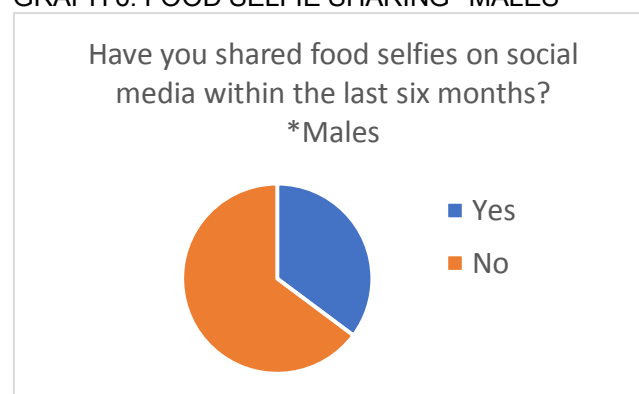


TABLE 3: FOOD SELFIE SHARING DIFFERENCE BETWEEN GENDERS, GROUP STATISTICS, INDEPENDENT SAMPLES TEST

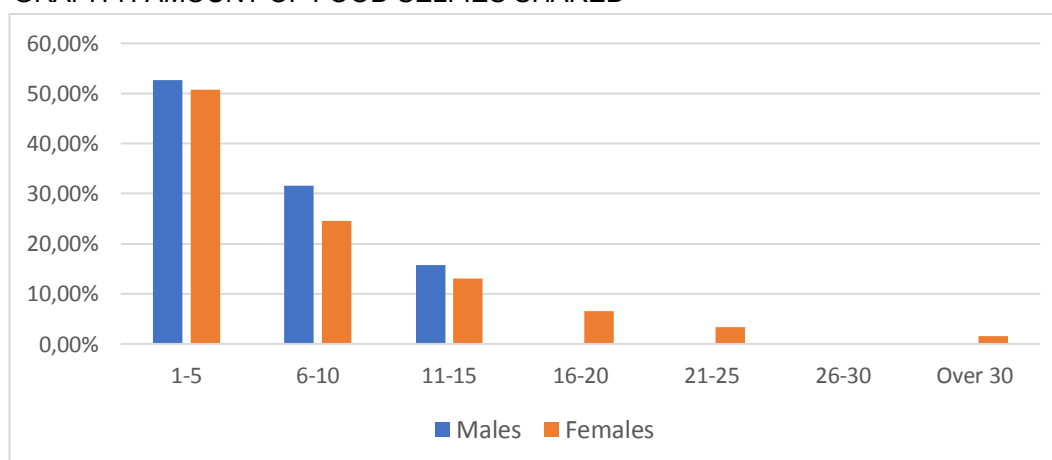
Group Statistics					
	What is your gender?	N	Mean	Std. Deviation	Std. Error Mean
HYSFSSM new values	Male	54	,3519	,48203	,06560
	Female	89	,6854	,46699	,04950

Independent Samples Test						
Levene's Test for Equality of Variances						
		F	Sig.	t	df	Sig. (2-tailed)
HYSFSSM new values	Equal variances assumed	,786	,377	-4,091	141	,000
	Equal variances not assumed			-4,059	109,219	,000

Approximately half of the females (50.8%,  $n = 31$ ) had shared 1-5 food selfies within the last six months, whereas about one quarter (24.6%,  $n = 15$ ) had shared 6-10. The remaining quarter of women (24,6%,  $n = 15$ ) had shared more than 10 food selfies within the last six months. Out of the males, slightly over a half (52.6%,  $n = 10$ ) had shared 1-5 food selfies within the last six months, and about one third (31.6%,  $n = 6$ ) had shared 6-10. A minority (15.8%,  $n = 3$ ) had shared 11-15 food selfies. No males had shared more than 15 food selfies on social media within the last six months.

GRAPH 7: AMOUNT OF FOOD SELFIES SHARED



The majority of the females (73.8%,  $n = 45$ ) had shared food selfies on Instagram. Over a half (59.0%,  $n = 36$ ) had also shared food selfies on Snapchat. Females had also shared food selfies on Facebook (14.8%,  $n = 9$ ), Pinterest (1.6%,  $n = 1$ ), Twitter (1.6%,  $n = 1$ ), and Google+ (1.6%,  $n = 1$ ). The majority of the males (57.9%,  $n = 11$ ) had shared food selfies on Snapchat. Less than a half (42.1%,  $n = 8$ ) had shared food selfies on Instagram, and a minority (15.8%,  $n = 3$ ) had shared them on Facebook. No respondents had shared food selfies on Flickr, LinkedIn, Reddit, Tumblr, or any other social media site. Compared to males, females were significantly more likely to share food selfies on Instagram,  $t(78) = -2.626$ ,  $p < .05$ . The values can be viewed from Table 4.

GRAPH 8: FOOD SELFIE SHARING ON DIFFERENT SOCIAL MEDIA SITES

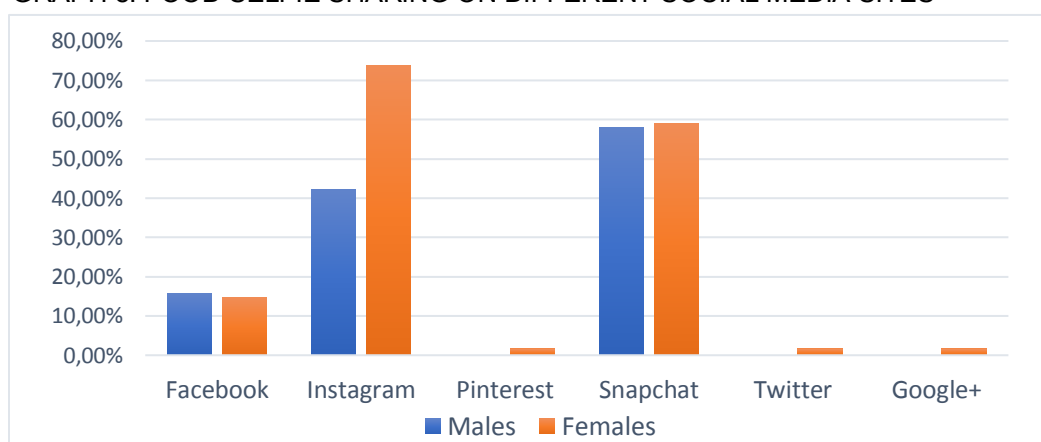


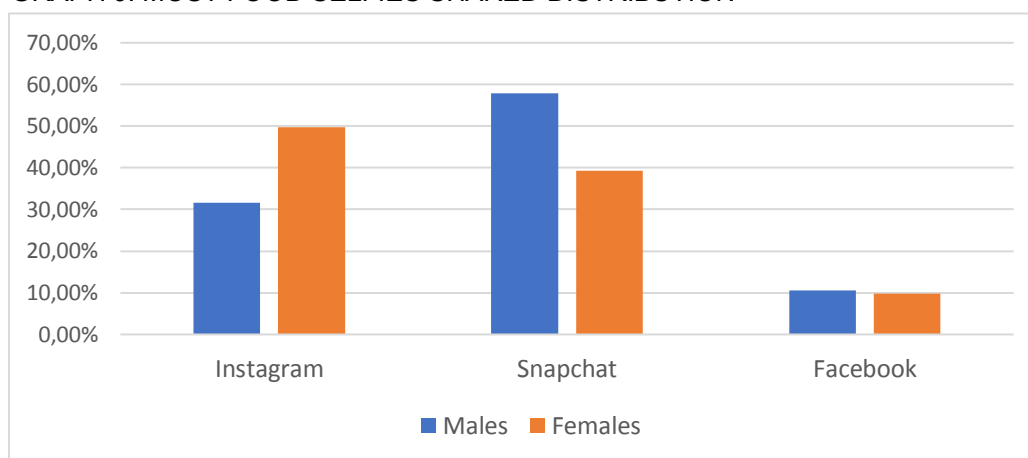
TABLE 4: FOOD SELFIES SHARING ON INSTAGRAM, DIFFERENCE BETWEEN GENDERS, GROUP STATISTICS, INDEPENDENT SAMPLES TEST

Group Statistics					
	What is your gender?	N	Mean	Std. Deviation	Std. Error Mean
On which social media sites do you share food selfies? Please check all that apply.:Instagram	Male	19	,4211	,50726	,11637
	Female	61	,7377	,44353	,05679

Independent Samples Test						
Levene's Test for Equality of Variances						
		F	Sig.	t	df	Sig. (2-tailed)
On which social media sites do you share food selfies? Please check all that apply.:Instagram	Equal variances assumed	4,104	,046	-2,626	78	,010
	Equal variances not assumed			-2,445	27,132	,021

Approximately a half of the females (49.8%,  $n = 30$ ) shared the most food selfies on Instagram. However, several females (39.3%,  $n = 24$ ) shared the most food selfies on Snapchat. A minority of the females (9.8%,  $n = 6$ ) shared the most food selfies on Facebook. The majority of the males (57.9%,  $n = 11$ ) shared the most food selfies on Snapchat, whereas around one third of the males (31.6%,  $n = 6$ ) shared the most food selfies on Instagram. A minority of the males (10.5%,  $n = 2$ ) shared the most food selfies on Facebook.

GRAPH 9: MOST FOOD SELFIES SHARED DISTRIBUTION



The majority of the females (85.2%,  $n = 52$ ) had shared food selfies of restaurant meals, and considerably over a half of the females (65.6%,  $n = 40$ ) had shared them of home-cooked meals. Only a few females (3.3%,  $n = 2$ ) had shared food selfies of store-bought meals. Over a half of the females (52.4%,  $n = 32$ ) had shared pictures of luxury cuisines, whereas significantly fewer females (36.1%,  $n = 22$ ) had shared pictures of fast-food meals. Less than a half of the females (44.2%,  $n = 27$ ) reported sharing pictures of “healthy” meals, whereas even fewer females (34.4%,  $n = 21$ ) reported sharing pictures of “unhealthy” meals. The majority of the males (63.2%,  $n = 12$ ) had shared food selfies of home-cooked meals, and slightly over a half (52.6%,  $n = 10$ ) had shared pictures of restaurant meals. A minority (10.5%,  $n = 2$ ) had shared food selfies of store-bought meals. Almost a half of the males (47.4%,  $n = 9$ ) had shared pictures of luxury cuisines, whereas significantly fewer males (31.6%,  $n = 6$ ) had shared pictures of fast-food meals. Around one quarter of the males (26.3%,  $n = 5$ ) reported sharing pictures of “healthy”

meals, whereas around one fifth (21.1%,  $n = 4$ ) reported sharing pictures of “unhealthy” meals. Females were more likely to share picture of restaurant meals compared to males,  $t(78) = -3.112$ ,  $p < .05$ . The exact values can be viewed from Table 5.

GRAPH 10: TYPES OF FOOD SELFIES SHARED

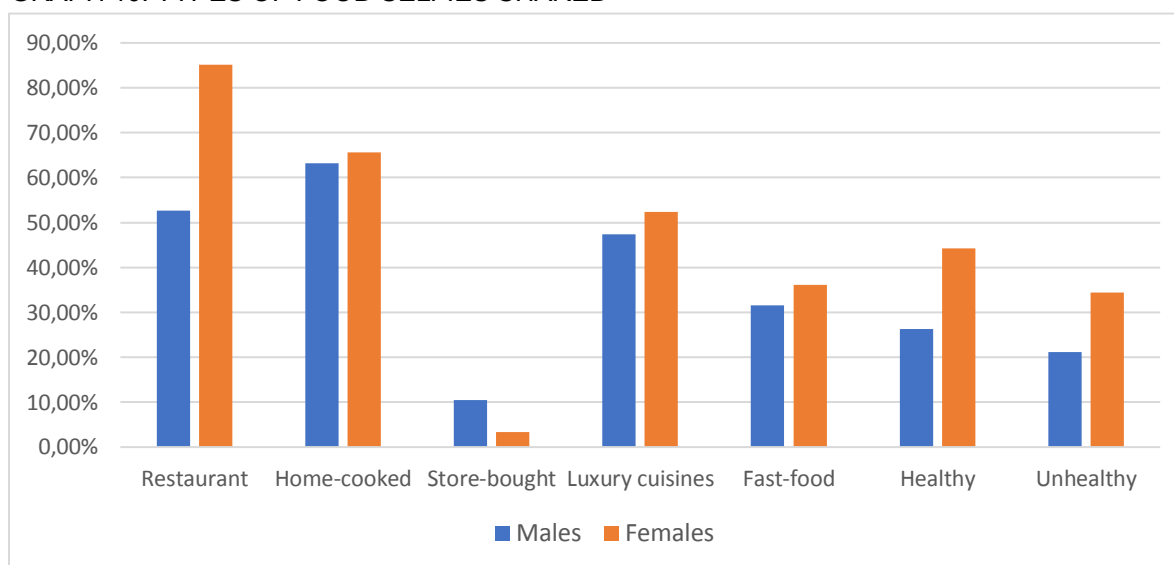


TABLE 5: FOOD SELFIES OF RESTAURANT MEALS, GENDER DIFFERENCES, GROUP STATISTICS, INDEPENDENT SAMPLES TEST

Group Statistics					
	What is your gender?	N	Mean	Std. Deviation	Std. Error Mean
What kind of food selfies do you share on social media? Please check all that apply.:Restaurant meals	Male	19	,5263	,51299	,11769
	Female	61	,8525	,35759	,04578

Independent Samples Test						
Levene's Test for Equality of Variances						
		F	Sig.	t	df	Sig. (2-tailed)
What kind of food selfies do you share on social media? Please check all that apply.:Restaurant meals	Equal variances assumed	18,032	,000	-3,112	78	,003
	Equal variances not assumed			-2,583	23,698	,016

## 4.2 Reliability Analysis

The self-promotion, ingratiation, intimidation, and supplication subscales from the impression management scale showed good internal consistency,  $\alpha > .70$ . However, the exemplification subscale did not appear to have good internal consistency,  $\alpha = .220$ . Therefore, due to having a low reliability score, it was decided to eliminate the exemplification subscale from further analysis. The exact Cronbach's Alphas can be seen from the Table 6.

TABLE 6: IMPRESSION MANAGEMENT, RELIABILITY ANALYSIS

Subscale	Cronbach's Alpha	Number of items
Self-promotion	.718	4
Ingratiation	.758	4
Exemplification	.220	2
Intimidation	.796	5
Supplication	.849	5

Out of the five food selfie sharing motives, only the self-expression scale showed good internal consistency,  $\alpha > .70$ . The communication and personal satisfaction scales were not as internally consistent,  $\alpha < .70$ . However, the reliability scores were high enough to be used in further analysis,  $\alpha > .60$ . The slightly lower reliability scores could be due to a sampling error. The documentation and helping others scales did not appear to be reliable,  $\alpha < .60$ . However, by deleting one item from each scale, they became reliable enough to be used in further analysis. Therefore, both the documentation and the helping others scales were reduced from three items to two items only. The exact Cronbach's Alphas can be seen from Table 7.

TABLE 7: FOOD SELFIE SHARING MOTIVES, RELIABILITY ANALYSIS

Scale	Cronbach's Alpha	Number of items	Cronbach's Alpha if One Item Deleted
Communication	.665	4	
Self-expression	.747	5	
Documentation	.463	3	.880
Helping others	.554	3	.627
Personal satisfaction	.691	5	

### 4.3 Hypothesis Testing

To research the conceptual framework, linear regression and independent t-test analyses were utilized. First, a multiple regression analysis was run predict the number of food selfies shared from the food selfie sharing motives. The analysis showed that the motives were not good predictors of how many food selfies one shared,  $R = .133$ . The motives did not statistically significantly predict the number of food selfies shared,  $F(5, 75) = .270$ ,  $p > .05$ . Self-expression ( $M = 2.98$ ,  $SD = .76$ ), communication ( $M = 2.89$ ,  $SD = .77$ ), documentation ( $M = 4.16$ ,  $SD = .82$ ), helping others ( $M = 3.19$ ,  $SD = .87$ ), or personal satisfaction ( $M = 3.35$ ,  $SD = .69$ ) did not statistically significantly add to the prediction,  $p > .05$ . The exact values can be seen from Table 8.



TABLE 8: FOOD SELFIE AMOUNT PREDICTION FROM FOOD SELFIE SHARING MOTIVES, MODEL SUMMARY, ANOVA, AND COEFFICIENTS TABLES

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,133 <sup>a</sup>	,018	-,048	1,19761

a. Predictors: (Constant), Motives: helping others, Motives: communication, Motives: documentation, Motives: personal satisfaction, Motives: self-expression

b. Dependent Variable: How many food selfies have you shared on social media within the past six (6) months?

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,937	5	,387	,270	,928 <sup>b</sup>
	Residual	107,570	75	1,434		
	Total	109,506	80			

a. Dependent Variable: How many food selfies have you shared on social media within the past six (6) months?

b. Predictors: (Constant), Motives: helping others, Motives: communication, Motives: documentation, Motives: personal satisfaction, Motives: self-expression

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,786	,975		1,831	,071		
	Motives: self-expression	-,131	,212	-,086	-,617	,539	,681	1,468
	Motives: documentation	,008	,172	,006	,049	,961	,904	1,107
	Motives: communication	-,068	,204	-,045	-,334	,739	,731	1,368
	Motives: personal satisfaction	,146	,220	,086	,666	,507	,786	1,272
	Motives: helping others	,044	,165	,033	,266	,791	,859	1,165

a. Dependent Variable: How many food selfies have you shared on social media within the past six (6) months?

A multiple regression analysis was run to test whether the food selfie sharing motives predicted the number of social media sites one shared food selfies on. The analysis showed that the food selfie sharing motives were not statistically significant predictors of the number of social media sites,  $F(7, 75) = .551$ ,  $p = .737$ . The exact values can be seen from Table 9.

TABLE 9: THE NUMBER OF SOCIAL MEDIA SITES PREDICTION FROM FOOD SELFIE SHARING MOTIVES, MODEL SUMMARY, ANOVA, AND COEFFICIENTS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,188 <sup>a</sup>	,035	-,029	,53311

a. Predictors: (Constant), Motives: personal satisfaction, Motives: communication, Motives: documentation, Motives: helping others, Motives: self-expression

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,783	5	,157	,551	,737 <sup>b</sup>
	Residual	21,316	75	,284		
	Total	22,099	80			

a. Dependent Variable: sum\_places

b. Predictors: (Constant), Motives: personal satisfaction, Motives: communication, Motives: documentation, Motives: helping others, Motives: self-expression

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1,236	,434		2,848	,006	,371	2,101
	Motives: communication	-,074	,091	-,109	-,820	,415	-,255	,106
	Motives: self-expression	,093	,095	,134	,979	,331	-,096	,281
	Motives: documentation	,047	,077	,074	,617	,539	-,106	,200
	Motives: helping others	,073	,074	,122	,993	,324	-,073	,220
	Motives: personal satisfaction	-,080	,098	-,105	-,822	,414	-,275	,114

a. Dependent Variable: sum\_places

A multiple regression analysis was run to test whether the food selfie sharing motives predicted the number of types of food selfies one shared on social media. The analysis showed that the motives were not significant predictors of the number of types of food selfies shared,  $F(7, 75) = .577$ ,  $p = .718$ . The exact values can be seen from Table 10.

TABLE 10: NUMBER OF FOOD SELFIES SHARED PREDICTION FROM THE FOOD SELFIE SHARING MOTIVES, MODEL SUMMARY, ANOVA, AND COEFFICIENTS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,192 <sup>a</sup>	,037	-,027	1,11536

a. Predictors: (Constant), Motives: personal satisfaction, Motives: communication, Motives: documentation, Motives: helping others, Motives: self-expression

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,586	5	,717	,577	,718 <sup>b</sup>
	Residual	93,303	75	1,244		
	Total	96,889	80			

a. Dependent Variable: sum\_types

b. Predictors: (Constant), Motives: personal satisfaction, Motives: communication, Motives: documentation, Motives: helping others, Motives: self-expression

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2,469	,908		2,718	,008	,659	4,278
	Motives: communication	-,238	,190	-,166	-1,253	,214	-,616	,140
	Motives: self-expression	,225	,198	,156	1,135	,260	-,170	,619
	Motives: documentation	-,082	,161	-,061	-,511	,611	-,402	,238
	Motives: helping others	,106	,154	,084	,687	,494	-,201	,412
	Motives: personal satisfaction	,077	,205	,048	,378	,706	-,330	,485

a. Dependent Variable: sum\_types

An independent samples t-test was run to predict food selfie sharing from impression management subscales. The analysis showed that there was no statistically significant difference between the ingratiation scores of people who had ( $M = 3.28$ ,  $SD = .61$ ) or had not ( $M = 3.20$ ,  $SD = .76$ ) shared food selfies on social media within the last six months,  $t(143) = .658$ ,  $p = .512$ . Self-promotion was also not significantly different between the food selfies sharing yes ( $M = 2.84$ ,  $SD = .61$ ) and no ( $M = 2.83$ ,  $SD = .62$ ) groups,  $t(143) = .064$ ,  $p = .949$ . Intimidation between the yes ( $M = 1.89$ ,  $SD = .66$ ) and no ( $M = 1.83$ ,  $SD = .68$ ) groups was also not significantly different,  $t(143) = .565$ ,  $p = .573$ .

Supplication was also not significantly different between the food selfie sharing yes ( $M = 1.95$ ,  $SD = .64$ ) and no ( $M = 1.93$ ,  $SD = .68$ ) groups,  $t(143) = .125$ ,  $p = .901$ . Thus, impression management did not seem to predict whether one shared food selfies on social media or not. The results can be seen from Table 11.

TABLE 11: FOOD SELFIE SHARING PREDICTION FROM IMPRESSION MANAGEMENT

Group Statistics										
Have you shared food selfies (photos that include food items) on social media (e.g., Facebook, Snapchat etc.) within the last six (6) months?		N	Mean	Std. Deviation	Std. Error Mean					
ingratiation	Yes	81	3,2778	,60982	,06776					
	No	64	3,2031	,75708	,09463					
self-promotion	Yes	81	2,8426	,61421	,06825					
	No	64	2,8359	,62237	,07780					
intimidation	Yes	81	1,8914	,65806	,07312					
	No	64	1,8281	,68254	,08532					
supplication	Yes	81	1,9481	,64481	,07165					
	No	64	1,9344	,68179	,08522					

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
ingratiation	Equal variances assumed	1,567	,213	,658	143	,512	,07465	,11350	-,14970	,29901
	Equal variances not assumed			,641	119,432	,522	,07465	,11639	-,15580	,30511
self-promotion	Equal variances assumed	,046	,831	,064	143	,949	,00666	,10333	-,19759	,21090
	Equal variances not assumed			,064	134,532	,949	,00666	,10349	-,19802	,21133
intimidation	Equal variances assumed	,084	,773	,565	143	,573	,06323	,11188	-,15792	,28438
	Equal variances not assumed			,563	133,020	,575	,06323	,11236	-,15902	,28548
supplication	Equal variances assumed	,222	,638	,125	143	,901	,01377	,11061	-,20486	,23241
	Equal variances not assumed			,124	131,710	,902	,01377	,11134	-,20647	,23401

A multiple regression analysis was run to test whether impression management was a significant predictor of the number of social media sites on which one shared food selfies. The analysis showed that impression management was a significant predictor of the number of places one shared food selfies on,  $F(4, 76) = 2.796$ ,  $p = .032$ . Supplication

added statistically significantly to the predictor,  $p < .05$ . The exact values can be seen from Table 12.

TABLE 12: NUMBER OF PLACES PREDICTION FROM IMPRESSION MANAGEMENT, MODEL SUMMARY, ANOVA, AND COEFFICIENTS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,358 <sup>a</sup>	,128	,082	,50346

a. Predictors: (Constant), supplication, self-promotion, ingratiation, intimidation

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,835	4	,709	2,796	,032 <sup>b</sup>
	Residual	19,264	76	,253		
	Total	22,099	80			

a. Dependent Variable: sum\_places

b. Predictors: (Constant), supplication, self-promotion, ingratiation, intimidation

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	,680	,385		1,768	,081	-,086	1,446
	ingratiation	-,025	,098	-,029	-,257	,798	-,220	,170
	self-promotion	,077	,096	,091	,805	,423	-,114	,269
	intimidation	,093	,094	,116	,991	,325	-,094	,280
	supplication	,238	,092	,292	2,587	,012	,055	,421

a. Dependent Variable: sum\_places

A multiple regression analysis was run to predict the number of food selfie types shared from impression management. The analysis showed that impression management was not a statistically significant predictor of the number of food selfie types shared,  $F(4, 76) = .450$ ,  $p = .772$ . The exact values can be seen from Table 13.

TABLE 13: NUMBER OF FOOD SELFIE TYPES SHARED PREDICTION FROM IMPRESSION MANAGEMENT, MODEL SUMMARY, ANOVA, AND COEFFICIENTS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,152 <sup>a</sup>	,023	-,028	1,11596

a. Predictors: (Constant), supplication, self-promotion, ingratiation, intimidation

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,242	4	,560	,450	,772 <sup>b</sup>
	Residual	94,647	76	1,245		
	Total	96,889	80			

a. Dependent Variable: sum\_types

b. Predictors: (Constant), supplication, self-promotion, ingratiation, intimidation

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta	t		Lower Bound	Upper Bound
1	(Constant)	3,513	,853		4,119	,000	1,814	5,211
	ingratiation	-,033	,217	-,018	-,150	,881	-,465	,400
	self-promotion	-,218	,213	-,121	-1,021	,311	-,642	,207
	intimidation	-,098	,208	-,059	-,472	,638	-,512	,316
	supplication	,052	,204	,031	,257	,798	-,353	,458

a. Dependent Variable: sum\_types

## 5. DISCUSSION AND CONCLUSIONS

The main objectives of this thesis were to explore motivations of food selfie posting and to find out if impression management motivates individuals to share food selfies on social media. Specifically, this thesis studied whether one's impression management proneness affects one's food selfie sharing behavior. In addition, this thesis explored five different food selfie sharing motives discovered by previous research and studied whether they affect an individual's food selfie sharing behavior. Furthermore, this thesis explored the food selfie sharing phenomenon as a whole, for example, by exploring what kind of food selfies individuals share, and what social media sites individuals use the most for food selfie sharing.

## 5.1 Main Findings

People often share information on social media to manage their self-presentations (e.g., Schau & Gilly, 2003; Pounders et al., 2016). Furthermore, eating and food choices have been discovered to act as impression management tactics people utilize, for example, to be viewed more positively (e.g., Cheng et al., 2015). Thus, previous research has discovered a connection between impression management and food selfie posting (e.g., Wong et al., 2019). This study, however, concludes that impression management does not seem to predict whether one shares food selfies on social media or not. Yet, the study shows that impression management seems to be a predictor of the number of social media sites one shares food selfies on. Thus, a higher impression management score predicts a higher number of social media sites used for food selfie sharing. The explanation could be that by sharing food selfies on various sites, individuals have the possibility to impression-manage for a bigger audience. However, impression management does not seem to predict the number of types of food selfies one shares on social media. Thus, people do not seem to share, for example, only one type of food selfies to be viewed a certain way.

Previous research shows that people share food selfies mainly because of five motives: (1) communication, (2) self-expression, (3) documentation, (4) personal satisfaction, and (5) helping others (e.g., Wang et al. 2017; Atwal et al., 2018; Wong et al., 2019). According to this study, these motives do not seem to predict one's food selfie sharing behavior. There seems to be no difference between the different motives and the number of food selfies shared, the number of sites utilized for food selfie sharing, or the types of food selfies shared on social media. However, people seem to share food selfies mainly to document experiences ( $M = 4.16$ ,  $SD = .817$ ), and to gain personal satisfaction ( $M = 3.35$ ,  $SD = .687$ ). The explanation could be that because food selfie sharing has become so popular, food selfies do not act as conversation starters anymore. Additionally, as food selfie sharing has become mundane, people do not try to express themselves through food pictures anymore. Instead, people seem to share food selfies for their own pleasure by documenting the moment and making the dining experience more pleasurable. In fact,

a study by Coary and Poor (2016) discovered that people who took a picture of an indulgent food before consuming it evaluated the food taste better than people who did not take a picture of the food. Taking a picture of the food increased savoring and thus increased positive attitudes toward the food.

People seem to share food selfies mostly on Instagram and Snapchat. Additionally, individuals share mainly pictures of restaurant meals or home-cooked meals. Only a minority of people seem to share pictures of store-bought meals on social media. People seem to share food selfies mostly to document their special experiences. Hence, as store-bought meals are often eaten alone and, on the go, the consumption experience is not considered worth sharing. In addition, there seems to be some differences between males and females regarding food selfie sharing. According to the study, females are significantly more likely than males to share food selfies on social media. Furthermore, females are significantly more likely to share food selfies on Instagram compared to males. Females seem to share the most food selfies on Instagram, whereas males often share the most food selfies on Snapchat. Moreover, according to the study, females are significantly more likely than males to share pictures of restaurant meals on social media.

## **5.2 Limitations**

This study had some limitations that could have affected the result. First, the sample size was relatively low, which could explain why the results were slightly different compared to previous research. In addition, the sample was largely homogenous, as the majority of the respondents were between the ages 19 and 24. Additionally, approximately 60% of the respondents were Finnish. Furthermore, a majority of the respondents were female, which might have caused some gender bias affecting the results.

Due to the low internal consistency, the exemplification subscale from the impression management scale had to be removed. This is acknowledged as a limitation that could have had an effect on the results. In addition, three of the food selfie sharing motives scales did not have high internal consistency but were utilized in the study. This could



have affected the results of the study by affecting the motives' significance on one's food selfie sharing behavior.

Due to the nature of this study, it is also important to recognize the possibility of social desirability bias affecting the results. Social desirability bias signifies individuals' tendency to present themselves in a more positive manner by answering according to the prevailing social norms (King & Bruner, 2000). This could have affected the results by leading to incorrect correlations between the variables.

## **5.2 Theoretical Contributions**

This is the first study to research food selfie sharing motives' relationship with food selfie sharing behavior. Previous studies have found and confirmed food selfie sharing motives, but have not studied whether different motives predict different food selfie sharing behavior. In addition, this is the first study to research how impression management affects individuals' food selfie sharing behavior.

A theory of food selfie sharing motives does not exist. However, various studies suggest that people share food selfies mainly because of five different reasons: (1) communication, (2) self-expression, (3) documentation, (4) personal satisfaction, and (5) helping others. In addition, a connection between impression management and food selfie sharing has been detected (e.g. Wang et al., 2017; Atwal et al., 2018; Wong et al., 2019). However, the way in which impression management affected food selfie sharing remained unresolved. According to this study, impression management does not seem to predict whether one shares food selfies or not. However, impression management seems to affect how individuals share food selfies on social media. More specifically, individuals with a higher tendency to impression-manage seem to share food selfies on a higher number of social media sites than individuals with a lower tendency to impression-manage. This is a novel finding and clarifies the relationship between impression management and food selfie sharing. Additionally, it adds to the theory of impression management on social media.

According to this study, none of the food selfie sharing motives discovered by previous research predict individuals' food selfie sharing behavior. Thus, whether one shares food selfies to communicate or to self-express does not seem to affect where, what kind, or how many food selfies one shares. This is a novel finding that clarifies why and how people share food selfies online. Additionally, out of the five motives discovered by previous research, only two generally seem to motivate people to share food pictures online. Specifically, individuals seem to share food pictures mostly for their own pleasure through documenting the moment and making the consumption experience more pleasurable. This finding adds to the research by specifying what motivates people the most to share food selfies on social media.

### **5.3 Implications for International Business**

Previous research suggested that people shared food selfies to project a certain image of themselves to others. Thus, marketers should have clearly understood what kind of people used their services and encouraged them to convey their desirable images through food selfies on social media. However, according to this study, people seem to share food selfies mainly to document dining experiences and to gain personal satisfaction. Thus, making the consumption experience special for each customer should be prioritized. Companies could encourage people to share pictures of their meals by making the offerings aesthetically pleasing. In addition, the physical surroundings, decoration, and the overall ambiance of the consumption environment should encourage customers to post aesthetically pleasing pictures online. Restaurants and the like could also encourage customers to dine together with someone, as people tend to post food selfies to memorize special occasions. Moreover, by creating a unique image, restaurants and the like could encourage customers to share their unique dining experiences online. Verbal hints, such as “a special night?” or “make new memories”, in menus or other advertisements could also encourage customers to promote the restaurant by sharing food selfies on social media.

As food selfies are mostly shared on Instagram and Snapchat, customers should be encouraged to share pictures especially on those platforms. In addition, restaurants and the like should be easily tagged on Instagram posts. Creating a strong presence on Instagram could make restaurants and the like more well-known, which could further encourage customers to visit and share pictures of their meals. However, male customers may be more comfortable sharing pictures of their meals on Snapchat, which should also be considered when creating word of mouth marketing plans.

Additionally, this study has important implications for the tourism industry and destination marketing. Food is an important part of tourism, and culinary tourism where people visit a destination mainly because of its food offerings is a worldwide phenomenon (Henderson, 2009). By emphasizing the uniqueness of local restaurants, coffee shops, or local cuisines, consumers interested in culinary experiences could be encouraged to visit a destination. Encouraging the new customers to share pictures of their special culinary experiences could further increase the awareness of the destination.

## **5.5 Suggestions for Future Research**

According to this study, only two of the five motives suggested by previous research seem to motivate individuals to share food selfies online. Thus, more research on the topic needs to be conducted to confirm the specific motives. Qualitative methods could be utilized to discover possible additional motives which should be further tested on a larger scale quantitative study. Additionally, as this study discovered a positive relationship between impression management and the number of social media sites one shares food selfies on, further research on impression management and food selfie sharing behavior should be conducted. A larger scale study testing how impression management affects food selfie sharing behavior should be performed.

Previous research on food selfie sharing has largely been conducted in Eastern societies. However, the sample of this study composed mainly of people from Western societies,

which could explain why some of the motives discovered by previous research were not affirmed by this study. Thus, more extensive research on the topic should be conducted in Western societies to research whether the motives of food selfie sharing differ between societies. Additionally, future research could examine in more detail how socio-demographic factors affect food selfie sharing. This way food marketers could have a better understanding of what kind of people to target when creating their marketing strategies. In summary, future research should re-evaluate the conceptual framework through qualitative research and use a larger scale quantitative study to examine how impression management affects food selfie sharing and if socio-demographic factors are significant predictors of food selfie sharing.

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## Appendix 1

### Thesis survey

This is a study created for the purposes of my Bachelor's thesis at Aalto University. The information collected from you is anonymous and will be treated confidentially. No identification information will be collected. The study will only take 5-10 minutes of your time.

If you have any questions regarding the survey, please email me at [ada.okkonen@aalto.fi](mailto:ada.okkonen@aalto.fi).

**What is your age?**  
Please answer in years (e.g., 20) \*

**What is your gender? \***

|

- ☐ Male
- ☐ Female
- ☐ Other

**What is your nationality? \***

Please respond to the following statements by thinking how often you behave this way. \*

	1 Never	2 Rarely	3 Sometimes	4 Very Often	5 Always
Talk about my experiences or education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make people aware of my talents or qualifications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Let others know that I am valuable to them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make people aware of my accomplishments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compliment others so they will see me as likable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take interest in others' personal lives to show them that I am friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Praise others for their accomplishments so they will consider me a nice person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do favors to others to show them that I am friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please respond to the following statements by thinking how often you behave this way. \*

	1 Never	2 Rarely	3 Sometimes	4 Very Often	5 Always
Try to appear busy, even at times when things are slower	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arrive early to work/school/meetings /appointments to look dedicated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Be intimidating with others when it will help me reach my goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Let others know that I can make things difficult for them if they push me too far	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deal forcefully with others when they hamper my ability to reach my goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deal strongly or aggressively with others who interfere in my business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use intimidation to get others to behave appropriately	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Please respond to the following statements by thinking how often you behave this way. \***

	1 Never	2 Rarely	3 Sometimes	4 Very Often	5 Always
Act like I know less than I do so people will help me out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Try to gain assistance or sympathy from people by appearing needy in some areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pretend not to understand something to gain someone's help	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Act like I need assistance so people will help me out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pretend to know less than I do so I can avoid an unpleasant assignment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Have you shared food selfies (photos that include food items) on social media (e.g., Facebook, Snapchat etc.) within the last six (6) months? \***

Disclaimer: for the purposes of this study, instant messaging apps, such as WhatsApp, are NOT considered as social media sites

☐ Yes

☐ No

**Have you shared any information on social media (e.g., Facebook, Snapchat etc.) within the last six (6) months? \***

Disclaimer: for the purposes of this study, instant messaging apps, such as WhatsApp, are NOT considered as social media sites

☐ Yes

☐ No



**Please signify your level of agreement with the following statements.**  
**I share information on social media...\***

	1 Strongly Disagree	2 Disagree	3 Neither Agree nor Disagree	4 Agree	5 Strongly Agree
To initiate virtual conversation with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To reinforce existing relationships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To attract attention from others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To gain validation from others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To showcase my social status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To showcase my personal preferences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To showcase my personal skills and abilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To control how others see me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To differentiate myself from others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Please signify your level of agreement with the following statements.**  
**I share information on social media... \***

	1 Strongly Disagree	2 Disagree	3 Neither Agree nor Disagree	4 Agree	5 Strongly Agree
To memorize special occasions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To memorize joyful encounters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To ensure information is reliably stored	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To provide recommendations for others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To present good consumption experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To support companies/other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To evoke positive emotions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To make experiences more pleasurable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Please signify your level of agreement with the following statements.**  
**I share food selfies on social media... \***

	1 Strongly Disagree	2 Disagree	3 Neither Agree nor Disagree	4 Agree	5 Strongly Agree
To initiate virtual conversation with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To reinforce existing relationships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To attract attention from others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To gain validation from others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To showcase my social status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To showcase my personal preferences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To showcase my personal skills and abilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To control how others see me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To differentiate myself from others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Please signify your level of agreement with the following statements.**  
**I share food selfies on social media... \***

	1 Strongly Disagree	2 Disagree	3 Neither Agree nor Disagree	4 Agree	5 Strongly Agree
To memorize special occasions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To memorize joyful encounters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To ensure my pictures are reliably stored	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To provide recommendations for others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To present good service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To support the service provider	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Please signify your level of agreement with the following statements.  
I share food selfies on social media...\***

	1 Strongly Disagree	2 Disagree	3 Neither Agree nor Disagree	4 Agree	5 Strongly Agree
To share aesthetic food display	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To share food taste through images	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To enrich the dining ambiance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To evoke positive emotions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To make the consumption experience more pleasurable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Please check one that applies. Compared to my friends, I share...\***

- ☐ Significantly less information on social media
- ☐ Somewhat less information on social media
- ☐ Same amount of information on social media
- ☐ Somewhat more information on social media
- ☐ Significantly more information on social media

**On which social media sites do you share information? Please check all that apply.\***

- ☐ Facebook
- ☐ Flickr
- ☐ Instagram
- ☐ LinkedIn
- ☐ Pinterest
- ☐ Reddit
- ☐ Snapchat
- ☐ Tumblr
- ☐ Twitter
- ☐ YouTube
- ☐ Other (Please specify) \_\_\_\_\_

**What kind of feedback do you receive after posting information on social media? \***

- ☐ Only negative
- ☐ Mostly negative
- ☐ Neither positive nor negative
- ☐ Mostly positive
- ☐ Only positive

**What kind of food selfies do you share on social media? Please check all that apply. \***

- ☐ Fast-food meals
- ☐ "Healthy" meals
- ☐ Home cooked meals
- ☐ Luxury cuisines
- ☐ Restaurant meals
- ☐ Store bought meals
- ☐ "Unhealthy" meals
- ☐ Other (Please specify) \_\_\_\_\_

**How many food selfies have you shared on social media within the past six (6) months? \***

- ☐ 1-5
- ☐ 6-10
- ☐ 11-15
- ☐ 16-20
- ☐ 21-25
- ☐ 26-30
- ☐ Over 30

**Please check one that applies. Compared to my friends, I share...\***

- ☐ significantly less food selfies on social media
- ☐ somewhat less food selfies on social media
- ☐ same amount of food selfies on social media
- ☐ somewhat more food selfies on social media
- ☐ significantly more food selfies on social media

**On which social media sites do you share food selfies? Please check all that apply. \***

- ☐ Facebook
- ☐ Flickr
- ☐ Instagram
- ☐ LinkedIn
- ☐ Pinterest
- ☐ Reddit
- ☐ Snapchat
- ☐ Tumblr
- ☐ Twitter
- ☐ Other (Please specify) \_\_\_\_\_

**On which social media site do you share the most food selfies? \***

- ☐ Facebook
- ☐ Flickr
- ☐ Instagram
- ☐ LinkedIn
- ☐ Pinterest
- ☐ Reddit
- ☐ Snapchat
- ☐ Tumblr
- ☐ Twitter
- ☐ Other (Please specify) \_\_\_\_\_

**What kind of feedback do you receive on your food selfies? \***

- ☐ Only negative
- ☐ Mostly negative
- ☐ Neither positive nor negative
- ☐ Mostly positive
- ☐ Only positive